DOCUMENT RESUME

ED 131 848 IR 004 231

AUTHOR Goodman, Ellen; Gustavson, Fran
TITLE Toys That Care; Non-Sexist Teaching Aids, Pre-School-Adult.
PUB DATE 76
NOTE 21p.
AVAILABLE FROM Toys That Care And Other Items, Inc., P.O. Box 81, Briarcliff Manor, N.Y. 10510 ($2.00)

EDRS PRICE MF-$0.83 Plus Postage. HC Not Available from EDRS.
DESCRIPTORS Career Education; Catalogs; *Instructional Materials; Sex Education; Sex Stereotypes; *Toys

ABSTRACT

Toys and educational materials that avoid sex stereotyping are cataloged. Black-and-white photographs of the materials accompany written descriptions and prices. Books, posters, games, puzzles, costumes, dolls, and construction sets are included. Many items intended for classroom use are listed, including career and sex education materials. (KB)

****
* Documents acquired by ERIC include many informal unpublished *
* materials not available from other sources. ERIC makes every effort *
* to obtain the best copy available. Nevertheless, items of marginal *
* reproducibility are often encountered and this affects the quality *
* of the microfiche and hardcopy reproductions ERIC makes available *
* via the ERIC Document Reproduction Service (EDRS). EDRS is not *
* responsible for the quality of the original document. Reproductions *
* supplied by EDRS are the best that can be made from the original. *
****

ED131848

NON-SEXIST

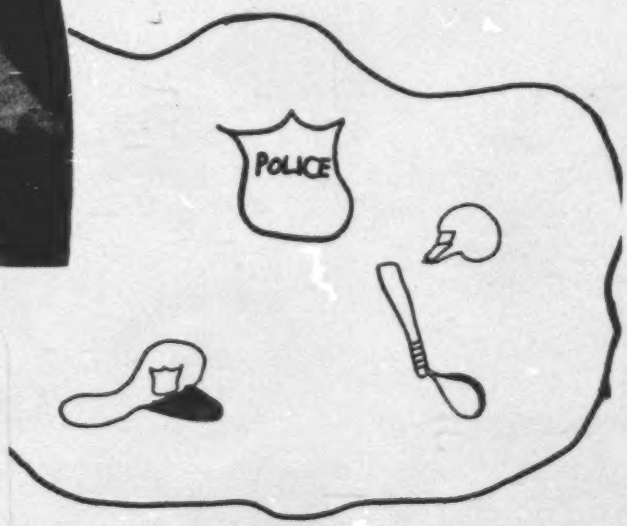
TOYS THAT CARE

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
NATIONAL INSTITUTE OF EDUCATION

THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL NATIONAL INSTITUTE OF EDUCATION POSITION OR POLICY

BIRTHDAY GIFTS

TEACHING AIDS,
PRE-SCHOOL- ADULT



"PERMISSION TO REPRODUCE THIS COPYRIGHTED MATERIAL BY MICROFICHE ONLY HAS BEEN GRANTED BY
Ellen Goodman and
Fran Gustavson
TO ERIC AND ORGANIZATIONS OPERATING UNDER AGREEMENTS WITH THE NATIONAL INSTITUTE OF EDUCATION. FURTHER REPRODUCTION OUTSIDE THE ERIC SYSTEM REQUIRES PERMISSION OF THE COPYRIGHT OWNER."

HOLIDAY GIFTS

IR004231

WHY? TOYS THAT CARE

Why does a 5 year old girl whose mother is a doctor insist that women can't be doctors? Why does a 6 year old girl call her "jump-roping" brother a tomgirl? Why do many 4th and 5th grade boys picture their futures as engineers, astronauts, businessmen and doctors, with no thoughts about domestic routines? Why do domestic routines fill the thoughts of many 4th and 5th grade girls and then only combined with the occupations of teacher, librarian, nurse or secretary?

Research shows that children's immature thinking (an inability to think about more than one option), sexist toy advertising and educational materials **ALL** contribute to sexist thinking.

Toy advertising in particular plays a strong role in young children's thoughts and actions. Not only is it hard for children to resist an advertiser's message to buy a product, but many also believe the advertiser's stereotyped play messages. Boys play with trucks, cars, bats and balls, guns, science and mechanical equipment and male action dolls. Girls play with cooking and sewing equipment, craft kits, baby dolls and fashion dolls.

Research shows that many young children cannot go beyond these sexist messages. They have trouble playing with toys and educational materials that they think is appropriate only for the opposite sex.

You, the **AWARE** adult, can make a difference! Young people need **YOUR** guidance and support in order to expand their thinking about what girls and boys **CAN** do.

We are two teachers who are concerned about the effects of sex role stereotypes on our own children and the young people we teach.

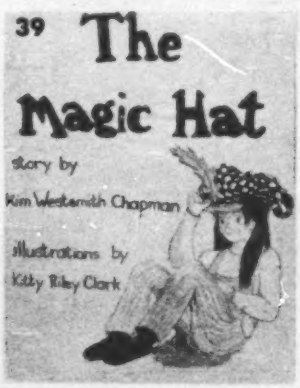
We have designed this catalogue of non-sexist toys and educational materials to help **YOU** "jar" children's sexist thoughts and actions.

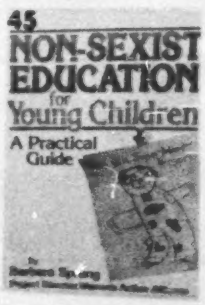
We are designing new non-sexist materials such as our own career dress-ups for young people and their dolls. We offer some hard-to-find, non-sexist materials.

WE ARE THE FIRST TO OFFER SUCH A VARIETY OF NON-SEXIST TOYS, BOOKS, RECORDS, GAMES, EDUCATIONAL MATERIALS, CAREER CLOTHING, SEWING PATTERNS AND ADULT READING, IN ONE CATALOGUE.
BE THE FIRST IN YOUR SCHOOL AND NEIGHBORHOOD TO ORDER NON-SEXIST MATERIALS FROM TOYS THAT CARE.

STATE AND FEDERAL (TITLE IX) LAWS NOW PROHIBIT SEX DISCRIMINATION IN THE SCHOOLS. SUPPLEMENT YOUR EDUCATIONAL MATERIALS WITH CONCRETE NON-SEXIST PLAY AND LEARNING MATERIALS FROM "TOYS THAT CARE"

DISCUSSION STARTERS FOR CHILDREN AND ADULTS:





39. THE MAGIC HAT ages 5-9 $2.00
A paperbound book by Kim Westsmith with whimsical illustrations by Kitty Riley. Polly has a fantastic adventure with a Magic Hat that she finds while scrounging in the dump. A Floating Busybody tries to separate "girls" toys from "boys" toys! A good discussion starter for children about sexism in toys.

45. NON-SEXIST EDUCATION FOR YOUNG CHILDREN: A PRACTICAL GUIDE by Barbara Sprung $3.25
THE FIRST OF ITS KIND. A practical, how-to approach, full of anecdotes from teachers, children and parents who participated in a Non-Sexist Child Development Project. Ms. Sprung offers a wealth of suggestions for creating non-sexist environments in housekeeping cooking, block, and workshop areas. Five units of study, each field tested in four preschool centers, are described in detail: Jobs People Do...Families... The Human Body...Homemaking...Sports. A valuable book for teachers, parents, administrators and student teachers. Annotated Bibliography of Non-Sexist Picture Books.

CASSETTE TAPES:

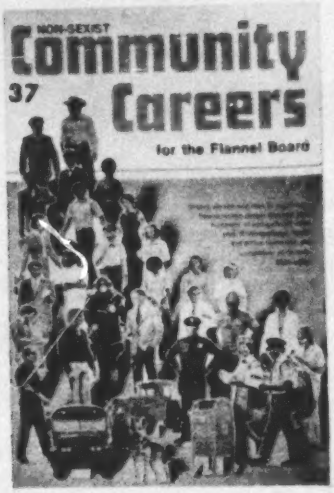
"DISCUSSION STARTERS" FOR PARENT EDUCATION, YOUNG ADULT AND CONSCIOUSNESS RAISING GROUPS.

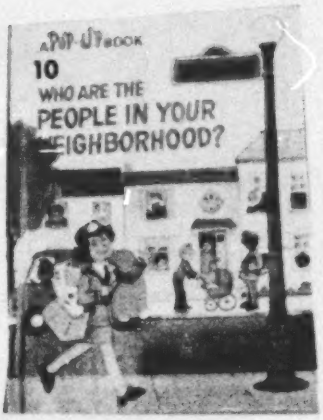
57. BLUE IS FOR SKY, PINK IS FOR WATERMELON $7.00
Eve Merriam reads five selections from her non-sexist poems and intersperses them with related comments. Discussion guide. 17 minutes.

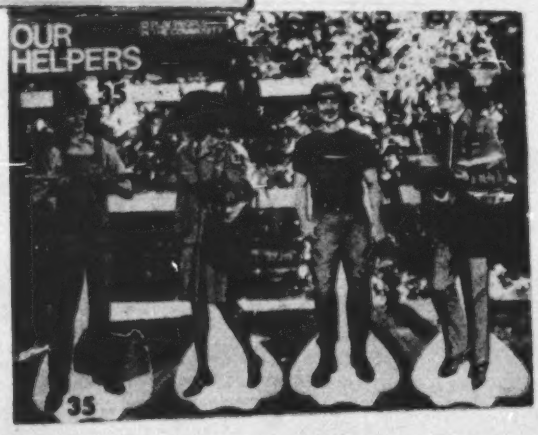
58. WE DON'T KNOW HOW TO GROW PEOPLE $7.00
Psychologist, Richard Farson, relates feminism to other liberation movements. He talks about the liberation of children, in particular, and the rooting out of sex role stereotypes in their lives. Discussion guide. 18 minutes.

JOBS PEOPLE DO

NON-SEXIST, MULTI-ETHNIC TEACHING AIDS
PRE-SCHOOL – PRIMARY GRADES







37. COMMUNITY CAREERS FLANNELBOARD
all ages $5.95
Twenty-seven non-sexist multi-ethnic figures of men and women dressed in clothing appropriate to their jobs. Contains interchangeable props and accessories relevant to the various community jobs. Make a non-sexist flannelboard display during career education week!

10. WHO ARE THE PEOPLE IN YOUR NEIGHBORHOOD ages 3-6 $3.50
A Sesame pop-up picture book for nonreaders. Ms. Mail Carrier delivers mail to other multi-ethnic workers: a male teacher, a female doctor, etc. Children will love the pop-up and movable parts of this hardcover book while they absorb a non-sexist career message. A good birthday, holiday gift.

34. PEOPLE AT WORK PHOTOGRAPHS
all ages $ 6.95
These twenty-four, 8" x 10" pictures of male and female multi-ethnic workers will help children to understand today's working world. Ideal for non-sexist early childhood language development and for middle and upper grade career education. Also a good discussion starter for parent education groups.

23. ROBOT all ages $2.95
Career card game. A non-sexist alternative to "Old Maid" with multi-racial women and men pictured in the same 19 occupations. Variety of game plans included. Cards are plastic coated. Good for home and school use.

35. OUR HELPERS all ages $6.95
Twelve play people in the community, each 8½" tall, enhance dramatic play and block building fun. Set up a classroom or library display with these non-sexist multi-ethnic male and female letter carriers, construction workers, doctors, nurses, police officers and business executives. Heavy cardboard, full color, back and front views, plasic stands.

—ARE YOU A TEACHER? Suggest **TOYS THAT CARE** material to your class parent and school administrator as helpful non-sexist learning aids.

—ARE YOU AN EDUCATIONAL ADMINISTRATOR? Help your teachers to select materials that promote non-sexist classroom learning.

—DO YOU WORK WITH CHILDREN WHO HAVE SPECIAL NEEDS? Select non-sexist materials that will help to enhance your children's self images.

—ARE YOU A CLASS PARENT? Buy a non-sexist class gift for your children's teachers.

OCCUPATION PUZZLES

CAN A WOMAN BE A MECHANIC?

OR A DOCTOR?

OR A PILOT?

FULL COLOR!

FLANNELBOARD USE!

OCCUPATION PUZZLES ages 4-8 $4.25 each

9" x 12" inlay puzzles; hand cut from wood; textured backs for flannelboard use; painted in bright, non-toxic colors; ideas for use included:

51. TELEPHONE LINEPERSON (white female), 11 pieces
52. DENTIST (black male), 12 pieces
53. CARPENTER (black male), 13 pieces
54. CAR MECHANIC (white female), 16 pieces
55. DOCTOR (white female), 16 pieces
56. PILOT (white female pilot, male co-pilot), 22 pieces

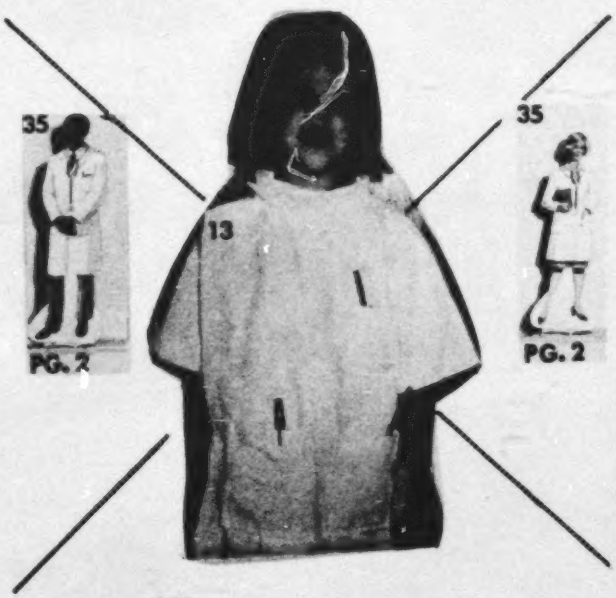
CAREER EDUCATION: Non-Sexist and Non-Racist

60. CHILDREN'S DICTIONARY OF OCCUPATIONS ages 7-12 $7.50
Women and men in over 300 occupations. Interesting drawings. Good descriptions. For home and school use. 104 pages, paperback.

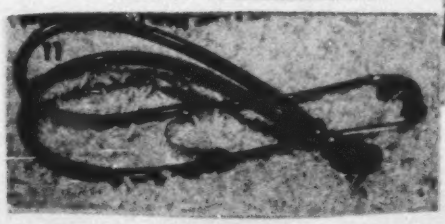
61. DUPLICATING MASTER ACTIVITY BOOK FOR #60 Grades 3-5 $10.75
For use as individualized activities in career awareness. Helps young people to look at personalities and abilities needed for jobs. Sixteen activity worksheets for duplicating, ending with a career crossword puzzle.

NON-SEXIST CAREER DRESS-UP

DRAMATIC PLAY PROPS, FOR HOME AND SCHOOL



13. CHILD'S DOCTOR SMOCK Small (up to size 4) $11.00; Medium (size 4-7) $11.75.
A handmade copy of a "real doctor's smock. Children will spend hours dressing up and pretending to be a doctor. Can also be used as a Fall-Spring cover-up, or over a bathing suit in the summer. Easy care white polyester, cotton cloth with velcro closures.



MS. DOCTOR

WHAT DOES A DOCTOR DO?

11. STETHOSCOPE ages 3+ $6.50
Children can pretend they're a doctor, veterinarian, or scientist with this authentic and sturdily constructed instrument. Girl and boy pictured on box.

15. MY DOCTOR by Harlow Rockwell ages 3-8 $6.95
This beginning reader tells the story of a young boy's visit to a woman doctor, and shows the instruments she uses during the examination. Big, bright, well illustrated pictures. Hardcover.

BIRTHDAY-HOLIDAY GIFTS

SET UP A NON-SEXIST PLAY CORNER FOR ALL TO ENJOY. YOUNG CHILDREN NEED CONCRETE NON-SEXIST EXPERIENCES:

I hear...and I forget.
I see....and I remember.
I do.....and I understand.

2. CHILD'S WORK APRON sizes 4-7 $4.75
Liven up your dress-up and woodworking area at home and school with a handmade copy of a "real" work apron. Large pocket across bottom to carry tools. Easy care, blue, polyester, cotton cloth with velcro closures.

7. CHILD'S CHEF'S HAT Fits up to age 8 $5.00
Can a woman be a restaurant chef? A handmade copy of a "real" chef's hat. Children can cook up a feast, pretend they're at a cook-out, or pretend they're chefs in a restaurant. Easy care white polyester, cotton cloth with velcro closures.

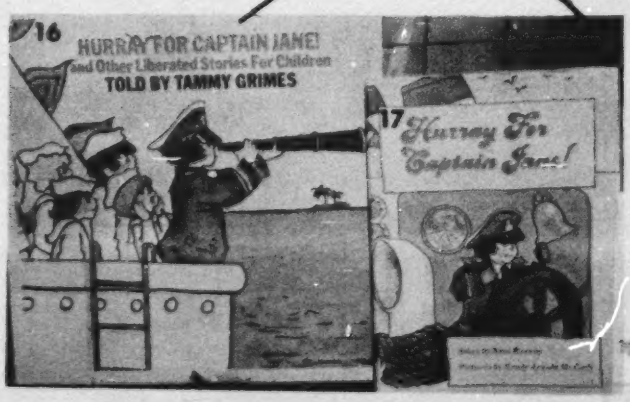
MS. CHEF

WHAT DOES A BOAT CAPTAIN DO?

18. CHILD'S BOAT CAPTAIN'S JACKET
Small (up to size 4) $12.00
Medium (size 4-7) $12.75
Pretend you're "Captain Jane" with this handmade copy of a "real" boat captain's jacket. Climb aboard a pretend ship for an adventure on the high seas! Can also be used as a Fall-Spring cover-up, or over a bathing suit at the pool. Easy care, blue polyester, cotton cloth, brass buttons, boat or anchor insignia on pocket, velcro closures.

16. HURRAY FOR CAPTAIN JANE 33 1/3 rpm record ages 5-9 $6.98
Tammy Grimes narrates a collection of non-sexist stories for young children including "Hurray for Captain Jane", (#17) and "Martin's Father", (#40). Nonreaders can listen to the narration while looking at the comparable books. Can stimulate non-sexist dramatic play in older children. Good birthday, holiday gift.

17. HURRAY FOR CAPTAIN JANE hardcover book ages 5-9 $4.95
An adventurous fantasy story by Sam Reavin, with lovely color drawings. Jane plays in the bathtub and fantasizes about being the first woman captain of an ocean liner. Good non-sexist gift.



—DO YOU BELONG TO A COOPERATIVE PLAYGROUP? Buy a non-sexist toy cooperatively.

—ARE YOU A STUDENT TEACHER? Suggest **TOYS THAT CARE** materials to your Education Department and Curriculum Library.

—ARE YOU A CHILDREN'S LIBRARIAN? Set up a non-sexist play corner for all children to enjoy.

NON-SEXIST DOLL PLAY

NON-SEXIST CAREER PLAY WITH DOLLS AGES 4+

SASHA DOLLS HELP CHILDREN TO EXPLORE NON-SEXIST CAREER OPTIONS. THEY'RE A FUN ALTERNATIVE TO "BARBIE" AND OTHER FASHION DOLLS. THE HANDMADE DOLL CLOTHING SHOWN BELOW HAS BEEN DESIGNED FOR 14" - 16" SASHA SIZE DOLLS. THE DOLL CLOTHING CAN BE COORDINATED WITH THE CHILD SIZED CLOTHING AND OTHER CAREER PROPS SHOWN ON THE PRECEDING PAGES.

SASHA DOLL CAREER CLOTHING

CAREER PLAY WITH DOLLS

HANDMADE, DOLL-SIZED VERSIONS OF ADULT CAREER CLOTHING.--All doll career clothing has velcro closures and is made from easy care white or blue polyester, cotton cloth. Will fit 14" to 16" dolls, except chubby baby dolls.

19--BOAT CAPTAIN'S JACKET--$6.75

14--DOCTOR'S SMOCK--$6.25

3--WORK APRON--$2.50

8--CHEF'S APRON--$2.00

9--CHEF'S HAT--$3.00

Perfect additions to pre-school, kindergarten doll corners.

SASHA DOLLS - Named for their Swiss creator, these dolls' soft hair and realistic appearance bring special enjoyment. All can be undressed, washed and dressed. Children love them at home and in school. Ages 4+.

25A--SASHA BLONDE--16" tall, thick rooted blonde hair, blue eyes, light brown skin. Blue and white gingham dress, under-pants, socks and shoes. $22.00

25B--CALEB--Involve boys in doll play with this 16" realistic black boy doll. Sweater, trousers, socks, laced shoes. $22.00

25C--SASHA BRUNETTE--16" tall, thick rooted brunette hair, brown eyes, light brown skin, red smocked dress, under-pants, socks and shoes. $22.00

PERFECT GIFTS FOR HOME AND SCHOOL

SEWING PATTERNS

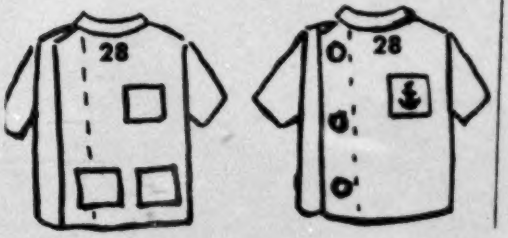
SEW BY HAND OR MACHINE WITH

TOYS THAT CARE PATTERNS FOR DOLLS' CAREER CLOTHING. All will fit 14" to 16" Sasha size dolls, except #74.

TEACHERS: Introduce a non-sexist sewing project for girls and boys. Make doll career clothing that can be sewn by hand for the lower grade children at school.

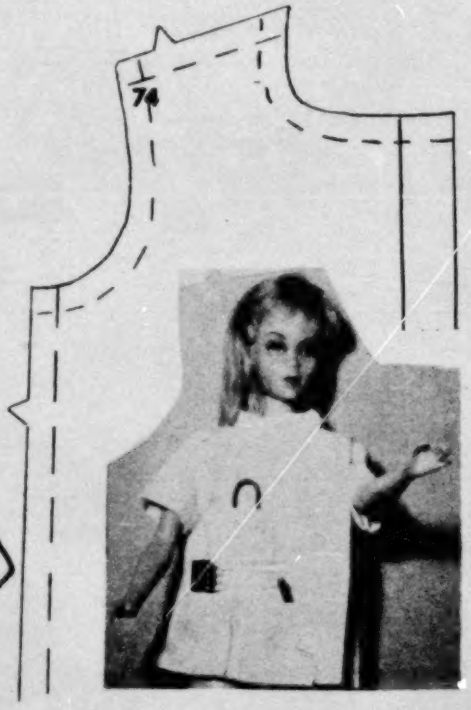
Sewing from a TOYS THAT CARE pattern involves:
(1) Reading (following directions).
(2) Math (measurement)
(3) Social Studies (career education)

28. PATTERN FOR 14" - 16" DOLL'S BOAT CAPTAIN'S JACKET OR DOCTOR'S SMOCK $1.50



PATTERN FOR 10"-12" BARBIE SIZE FASHION DOLLS

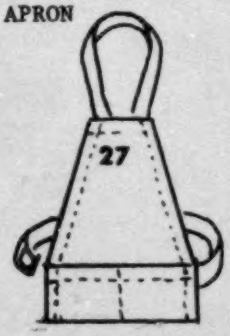
74. DOLL'S BOAT CAPTAIN'S JACKET OR DOCTOR'S SMOCK PATTERN For 10"-12" "Barbie" size fashion dolls. $1.50



PARENTS: Teenage sewers will enjoy making TOYS THAT CARE doll clothes for younger sisters and brothers.

30. PATTERN FOR 14" - 15" DOLL'S CHEF'S HAT $ 1.00

27. PATTERN FOR 14" - 16" DOLL'S WORK OR CHEF'S APRON $1.50



Is it OK to give a doll?

Dolls have a bad reputation among some people.

They say dolls encourage little girls to prepare for one role in life: mother.

They say dolls deflect little girls from thinking about more serious ambitions. Like becoming President.

They say dolls give little girls a totally false idea of what babies are all about. They say dolls lull little girls into a blissful plastic dream world where the baby never screams, and the mother never wearies.

All these things may be true.

But there are some good things to be said for dolls.

A doll can be a friend when there is no one else around. A doll can be something warm to cuddle up to, or something secure and familiar to return home to. A doll can encourage the trying on of new feelings, like sharing, tenderness, and generosity. Nobody is born knowing how to get all that together. It must be learned.

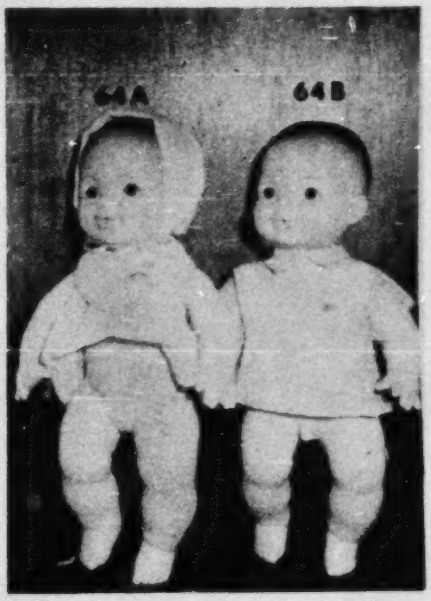
Most important of all, dolls are preparation for parenthood. All young human beings need some practice in the tender, loving care of human beings smaller and younger than themselves.

And maybe trying to be a good parent is a lot more important than trying to be President.

Parents come in two sexes. Dolls should be for boys and girls.

THE Pennant Bulletin
Box 262, Scarborough, New York 10510

SEX EDUCATION



SEX EDUCATION: "ANATOMICALLY" CORRECT GIRL AND BOY DOLLS $11.75 each

64A. L'IL RUTHIE (white) - 16" tall
64B. L'IL DAVID (white) - 16" tall
64C. L'IL RUTHIE (black) - 16" tall
64D. L'IL DAVID (black) - 16" tall, (not shown)

Anatomically correct L'IL RUTHIE and L'IL DAVID let children learn about "real" girl/boy differences in a natural way. The dolls drink, wet, come with their own bottles, and have soft washable bodies. Each doll comes with a 2 piece romper and comes uncovered with a diaper included in the package. (Specify white or black).

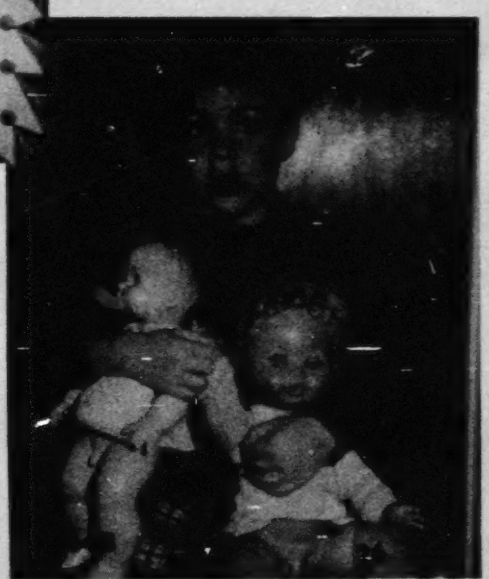
26. THOMASINO DOLL 16½" tall $22.50

Involve boys in doll play with this anatomically correct boy doll. Thomasino drinks and wets like a real baby boy! He can help with toilet training and early sex education. Soft, cuddly, rooted blonde hair; blue eyes open and close; arms and legs move. Comes dressed and with a bottle.

"PARENTS COME IN TWO SEXES. DOLLS SHOULD BE FOR BOYS AND GIRLS."

32. WILLIAM'S DOLL
Ages 5-9 $4.95

Hardcover book by Charlotte Zolotow. Who should play with dolls? Spark a lively discussion at home and in school. William plays with trains and a basketball, but also wants a baby doll. Find out who buys William a doll! Can also be heard in song version on the "Free to Be..." record, #21.



PUZZLES, BOOKS, ETC.

SEX EDUCATION: PUZZLES - ages 4-8 $4.95 each

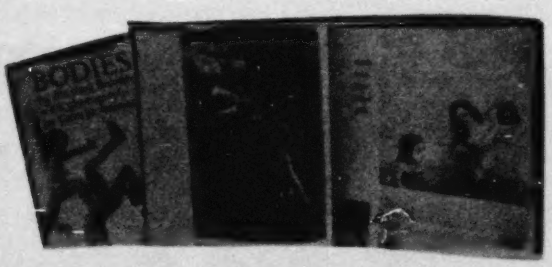
67A WATER PLAY (2 girls - 21 pieces)
67B WATER PLAY (2 boys - 20 pieces)

Lovely black and white photos by George Ancona show 2 undressed young girls(67A) playing with pails of water in the bathtub and 2 undressed young boys(67B) playing in an outdoor stream. Each puzzle is 8½ x 11" and was designed by the Unitarian Universalist Association for its school curriculum.

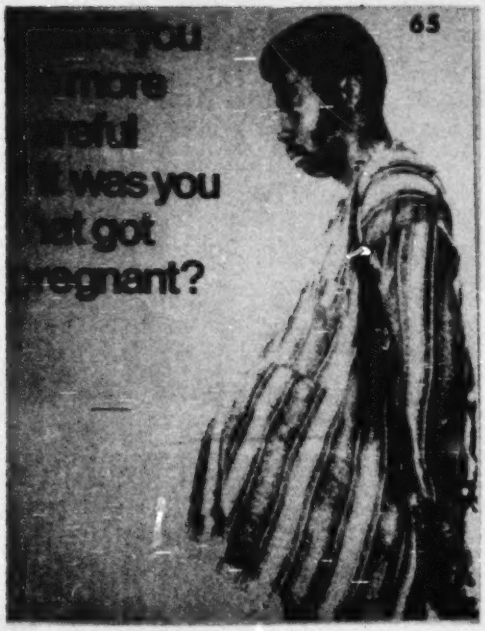
WHAT'S A BODY LIKE?

38. BODIES A hardcover book by Barbara Brenner. ages 2+ $ 6.95

Lovely whimsical photos by George Ancona, make this book appropriate for non-readers as well as readers. The book gives a complete look at active young girls and boys. Body differences are explained through the same photos as in the "Water Play" puzzles, as well as through other photos. This book is a perfect complement to the puzzles above.



SEX EDUCATION TEENS-ADULTS



SEX EDUCATION: TEENS AND ADULTS

65. WHAT'S HAPPENING $1.25

The centerfold is pictured from this non-sexist, non-racist pamphlet published by the Emory University School of Medicine, Atlanta, Georgia. Photos and text will appeal to teens and young adults. The complete facts about sex are presented in an honest question and answer format. Topics discussed include masturbation, homosexuality and birth control. Also interesting conversations among young adults about female-male relationships.

Protect Your Lover
Wear A Rubber!

SHARING CHILD CARE

33. RESOURCE PHOTOS OF MEN IN THE NURTURING ROLE all ages $5.50

Free children from the idea that a loving boy is "sissy", with these eight 8" x 10" black and white photos by Jim Levine, of men interacting with young children. Plus poster showing a grandfather and child in a set of sequential photos. There are photos of fathers with their own children as well as of men who work with children. The men are shown in their usual job or family roles; none of the pictures are posed.

36. MY FAMILY PLAY PEOPLE ages 3+ $6.95

Add a non-stereotyped message to your classroom with stand-up, 8½" black and white family groups. Each group contains two parent age people, two older people, one teenager, and one small child. Allow your children to reflect the reality of their own families whether single parent, extended, or interracial, rather than confining them to only the nuclear family. Heavy cardboard, full color, back and front views, plastic stands.

40. MARTIN'S FATHER paperbound book ages 2-6 $1.75

A beginning reader by Margrit Eichler. A day with Martin and his father. They eat breakfast, play games and do chores together. Martin is tucked in at bedtime by the most wonderful father in the world. Can be heard on the "Hurray for Captain Jane" record, #16.

4 "PACT" WINNERS[11]

24. ANYTHING MUPPET ages 3+ $9.00

Children will have hours of fun with this large, soft, felt hand puppet with the blank pink head and with the bag full of attachable accessories. Includes wall poster with ideas for making new accessories and characters. The only neutral puppet that can be either female or male.

4 PACT (PUBLIC ACTION COALITION ON TOYS) AWARD WINNERS FOR NON-SEXIST, NON-RACIST PACKAGING AND CONTENT:

62. CONSTRUCT-O-STRAWS ages 5-10 $4.95

Yes, girls can also construct things! A white girl and a black boy are pictured on the box of this creative building toy. Many colored plastic straws, (200), for constructing all kinds of things.

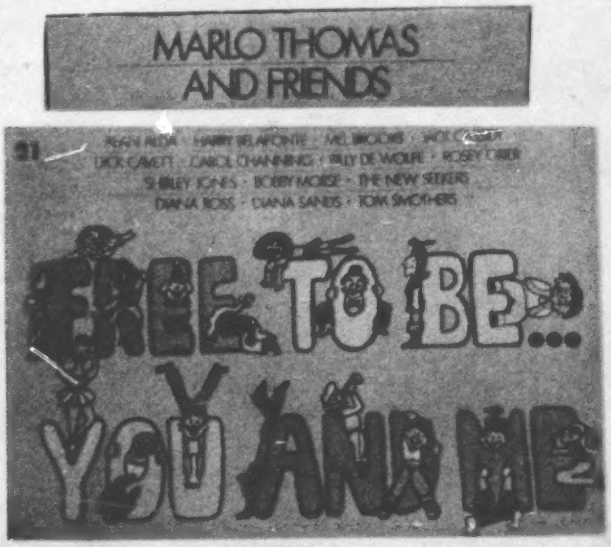
FREE TO BE WHAT THEY WANT TO BE

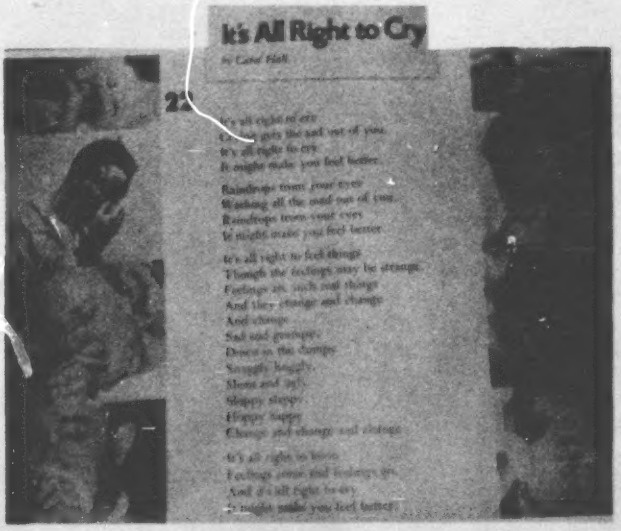
21. FREE TO BE...YOU AND ME record
all ages $6.98

Bridge the generation gap with this award winning 33 1/3 rpm record that pokes fun at our outdated ideas about masculinity and femininity. Hear: Alan Alda, Harry Belafonte, Carol Channing and others perform the hilsongs, stories and poems that make "Free to Be..." a course in self-awareness on record.

22. FREE TO BE...YOU AND ME book
all ages $5.95

Have a sing-along at home and in school with this 143 page paperbound book for children and adults to enjoy together. Beautifully illustrated with line drawings and photographs. Contains the songs, stories and poems from the record. Easy to follow piano arrangements for eight "Free to Be..." songs.





ACTIVE GIRLS AND BOYS

20

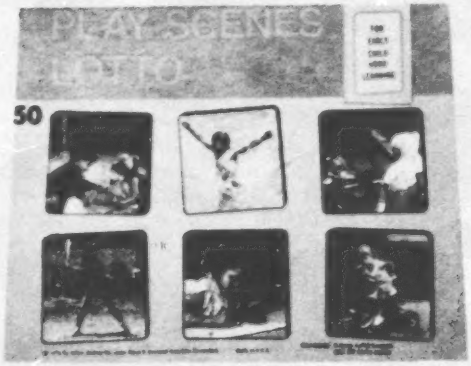
20. WOMEN IN SPORTS PHOTOS all ages $4.50

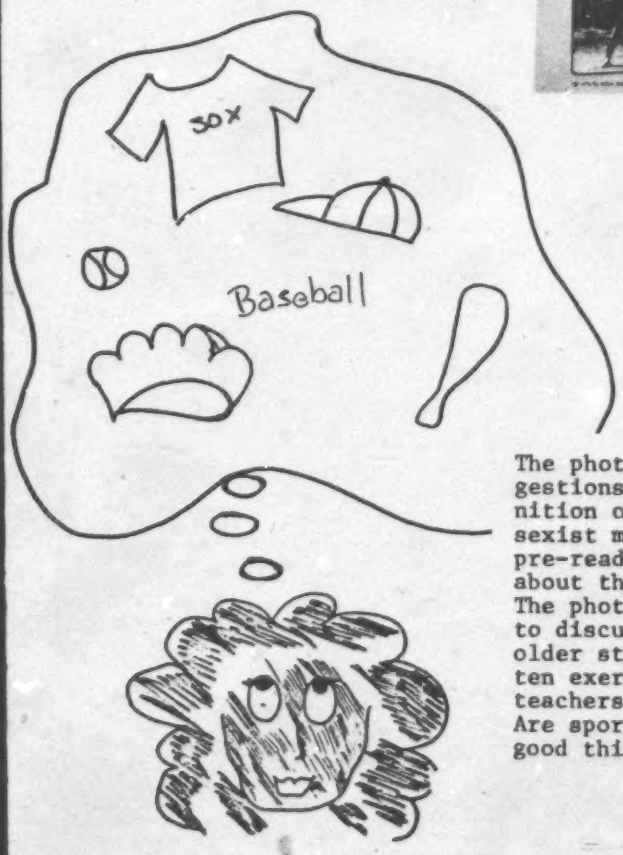
Six durable 8" x 10", black and white reproductions of women skilled in gymnastics, softball, track, weight-lifting and judo. Can be used with young children to stimulate dramatic play, and with older children to stimulate discussions. Perfect discussion starters for health education and female-male consciousness raising groups.

50. PLAY SCENES LOTTO ages 3-7 $3.95

For developing verbal and perceptual skills. This full color, multi-racial photographic lotto game depicts both girls and boys in active play. It's designed to dispel the myth that boys are active and girls passive. Contains 4 base lotto boards and 24 lotto cards.

50





IDEAS:

The photographers of WOMEN IN SPORTS have the following suggestions for use of their pictures: "These photos give recognition of skills that some women already have. They are non-sexist models. For young children the photos could be part of pre-reading verbal exercises. Asking the children to talk about them will reveal attitudes, information, misinformation. The photos may also stimulate new dramatic play roles and lead to discussions on what girls and boys "can" and "can't" do. For older students the photos could be a basis for talks or written exercises, e.g. "A day in the life of a woman runner." For teachers these photos could be a source of value clarification. Are sportswomen feminine? What is femininity? What are the good things about competition? What are the bad?

HOW THE TWIG IS BENT

THREE BOOKS ON SEXISM FOR PARENTS AND EDUCATORS

"Don't worry if you're a little late.

They expect that of a woman."
From TV Show, Maude

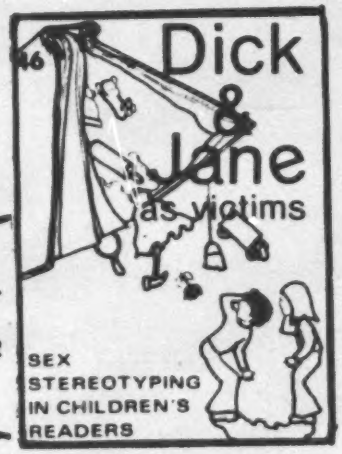
68. CHANNELING CHILDREN adults $2.50

Sex stereotyping on prime time TV. Top rated TV shows are analyzed, revealing sexism in character casting, in occupations depicted and in economic patterns. Good bibliography and checklist.

69. HELP WANTED adults $2.50

An analysis of sex role stereotyping in career education materials(K-12); shows how males and females are stereotypically tracked into traditional careers. Checklist for detecting and counteracting sexism. Good bibliography.

"If you're a girl, you'd probably rather handle curlers than tools."
Current Affairs



"Look at her mother, just look at her... She is just like a girl, she gives up."
Harper & Row, 1972

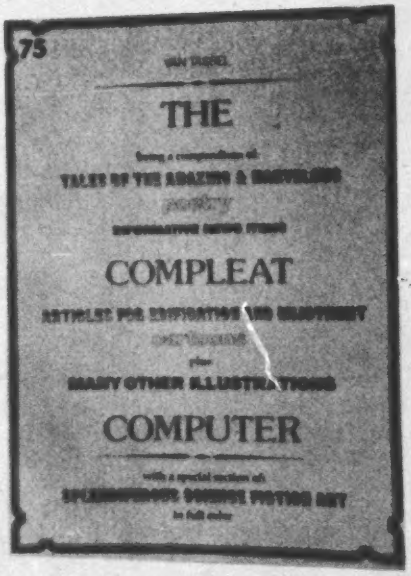
46. DICK AND JANE AS VICTIMS $2.00

This is a definitive study of 134 school readers from 14 publishers. Boys are shown as competent, curious, brave and independent. Girls are shown as passive, dependent, incompetent and fearful. Good bibliography. Expanded 1975 edition.

AND 2 MORE BOOKS....

75. THE COMPLEAT COMPUTER by D. Van Tassel 216 pp. $5.95

"Get a copy. Today!...one of the most diverse, interesting and mind-expanding computer books ever to hit print...a book that can...serve as the backbone of a computer literacy...course," says a reviewer of this 1976 paperbound book in Creative Computing magazine. We also recommend this book for those who are seeking part-time employment in the computer field, and want to broaden their understanding of computers in society.



76

76. ROSALIND FRANKLIN & DNA
by Anne Sayre 221 pp. $8.95

This hardcover book gives "a vivid view of what it is like to be a gifted woman in an especially male profession." When James Watson wrote "The Double Helix", Rosalind Franklin's work was minimized and her character distorted. Anne Sayre wrote this book to set the record straight and to restore to Rosalind Franklin not only her glory as a scientist, but her warmth and fascination as a person.

JUST FOR FUN!

At this point, we present some LOW-COST, BIRTHDAY HOLIDAY TOYS..These toys don't have an anti-sexist message as the materials on the preceding pages. However, stereotypes have been screened out of their packaging and content. The toys below are HI- QUALITY, SAFE, COLORFUL, and lots of FUN for all ages!!

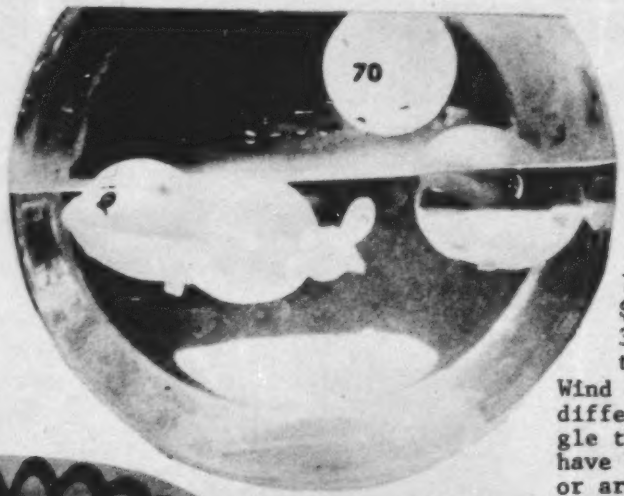
72. SPRINGER all ages $1.98

A bright colorful plastic slinky! A fun indoor/outdoor toy that even adults can't resist. High impact plastic; no sharp edges; will not rust or tarnish. Larger size increases play value. (Specify same or different colors if more than one is ordered).

71. BICYCLE SPINWHEEL all ages

$0.98 each; 2 for $1.58; 3 for $2.34 (For each additional one add 78¢)

Perfect for tricycles, bicycles, strollers and swings. Combines color and motion. Made of strong but flexible plastic. No wood or sharp parts. Bright pleasing colors. An action toy. Measures 4½" diameter. (Specify the same or different colors, if more than one is ordered).



70. BATHTUBBIES ages 3+ $3.25 each; 2 for $6.00; 3 for $8.55 (for each additional one add $2.85)

Wind them up and watch these different colored animals wiggle through the water. Some have fins, others have flippers or arms that move to propel them through the water. Each one is 5½" x 2½" x 2". Will lure children and adults into the bathtub and pool. (Specify all the same or an assortment of bathtubbies if more than one is ordered)

PERFECT STOCKING STUFFERS

SPINNERIN YARN + OUR FISHERPEOPLE PATTERNS + OUR KNITTED HATS

SPINNERIN YARN + OUR FISHERPEOPLE PATTERNS + MADE TO ORDER HATS

ALL YARN LISTED BELOW IS MADE BY SPINNERIN YARN CO., INC. EXCEPT FOR THE FISHERPEOPLE YARN, ALL YARN IS 100% DUPONT ORLON ACRYLIC, MACHINE LAUNDERABLE. SWEATER AND AFGAHN SKEINS ARE 2 OZ., 210 YARDS EACH, ARE A THICKER YARN THAN SPORT WEIGHT, BUT ARE LIGHTER THAN WORSTED WEIGHT. COMPANION SPINLOFT SKEINS ARE 4 OZ., 275 YARDS EACH, WORSTED WEIGHT.

BOTH SWEATER AND AFGAN YARN AND SPINLOFT CAN BE USED AS GROUP C YARN, GAUGE ON NUMBER 7 NEEDLES 5 STITCHES TO 1", ON NUMBER 8 NEEDLES 4½STS TO 1". FISHERPEOPLE YARN IS UNSCOURED WHITE WOOL, 275 YARDS, 4 OZ. SKEINS, WITH NATURAL OIL (HAND WASHABLE). THEY CALL IT "FISHERMAN YARN", BUT WE KNOW BETTER! GAUGE SAME AS SPINLOFT.

THE HAT PATTERNS ARE EASY FISHERPEOPLE PATTERNS WHICH ASSUME PEOPLE CAN KNIT, PURL, INCREASE, DECREASE AND FOLLOW INSTRUCTIONS INVOLVING CABLES.

KNITTING IS FUN FOR EVERYONE!

EARTH TONE YARNS

77. Sweater and afgahn closeout yarn (perfect but missing labels)
    77A. rust 77B. green 77C. unscoured white
    Each 2 oz skein is $.85

78. Spinloft, soft but lively rust. Each 4 oz. skein is $1.79.

79. Fisherpeople wool yarn with water repellent natural oil, unscoured white. Each 4 oz. skein is $2.45.

BLUE IS FOR SKY - PINK IS FOR WATERMELON - PURPLE IS FOR ALL CHILDREN

80. Lavender sweater and afgahn yarn. Each 2 oz. skein is $1.79.

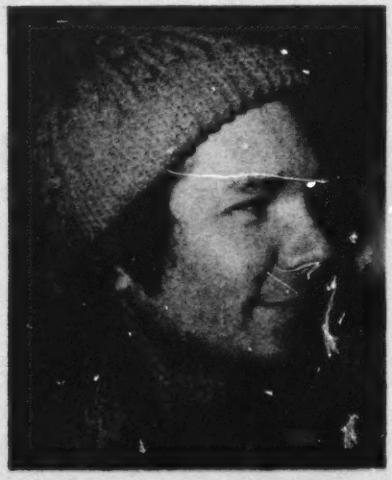
81. Purple Spinloft yarn. Each 4 oz. skein is $1.79.

NOTE THAT THE EARTH TONES GO WELL TOGETHER, THE PURPLES GO WELL TOGETHER AND THE UNSCOURED WHITE GOES WITH ALL COLORS.

PATTERNS FOR KNITTED HATS + MADE TO ORDER KNITTED HATS

82 AND 83

82 AND 83



84 AND 85

FISHERPEOPLE KNITTED CAP PATTERNS
(no earflaps or ties)

The pattern creates a fabric with a lot of stretchability - hence the wide range of headsizes applicable for each pattern size.

sizes: S - preschool through preteen - 16½" headsize - 20½".

M - teenage through adult - 19" headsize and up.

L - all adults - 22" headsize and up.

Bobbles (bumps) shown on one pictured hat are optional on all sizes.

82. KNITTED CAP PATTERN $.50 for sizes S, M, L - need sizes 6 & 8 needles and a double pointed needle. Sizes S & M require 1 skein of any yarn listed on the preceding page. Size L needs 2 skeins sweater and afgahn or 1 skein of fisherpeople or spinloft. Patterns for all 3 sizes included.

83. KNITTED CAP MADE TO ORDER: State yarn and color choice, size, with or without bobbles.

S - $20.00 M - $25.00 L - $30.00

FISHERPEOPLE KNITTED HELMET PATTERN
(earflaps and ties):

Sizes: S - 16½" - 18" headsize
M - 18" - 20" headsize
L - 20" - 23" headsize

84. KNITTED HELMET PATTERN $.50
Needle sizes 8 & 15 and a double pointed needle. 1 skein Spinloft or Fisherpeople. (Will be rewound so work with 2 strands of yarn) Patterns for all 3 sizes included.

85. KNITTED HELMET MADE TO ORDER:
State yarn and color choice, and size.
S - $17.00 M - $20.00 L - $30.00

86. KNITTED SWEATER AND SLACKS PATTERNS: SIZES 4, 6, 8, sweater with Aran Honeycomb inset pattern and wave of honey rib, short or long sleeves. Sizes 4, 6, 8 slacks with Aran honeycomb inset and optional fly front. Both patterns are almost ready at printing time. (We have to knit samples to calculate the number of skeins required). Since the catalogue copy must be complete long before the catalogue is sent out, these patterns are probably ready now. Please write if interested.

SHARING CHILD CARE

Are you a male teacher of young children? Do you share child rearing with your wife? Are you a single male parent? Do you talk to your children about child rearing, nurturant males, boys playing with dolls?

All of the items on this catalogue page are good discussion starters, and can help you to raise important questions about male/female sex role stereotypes. The level of your discussion will depend upon the ages of your children.

Read WILLIAM'S DOLL. #32 Follow with the song version on the FREE TO BE record, (#21). The following questions can be asked: Do you have a baby doll? Is it okay for a boy to play with a baby doll? Do both of your parents help to take care of you? How does a Daddy learn to take care of children? Did your Dad have a baby doll when he was young? Why do some children and some grown-ups say that boys should not play with dolls? If your friends tease you about playing with a baby doll, what would you do or say?

The RESOURCE PHOTOS #33 can be used at home and in school. Hang them in a prominent location along with photos that your students bring in of their own dads, uncles, brothers,etc. playing with and caring for them.

THOMASINO #26, L'IL DAVID white(64B) & black(64D) & Caleb, 25b can help introduce young boys to doll play. Children are used to seeing girl dolls, so they may assume that THOMASINO & L'IL DAVID are girl dolls until you show them otherwise. Use the correct terms when you explain they are boys;they have a penis; girls have a vagina, (or vulva)."

MY FAMILY PLAY PEOPLE #36 can help to introduce children to the variety of families that do exist but that are rarely portrayed in children's books and toys. Talk about the variety of family lifestyles that can and do exist. Have your children bring in photographs of their own familes. Make a families bulletin board. Read stories like MARTIN'S FATHER #40 and other books which depict different kinds of families, (single parent, extended, nuclear, interracial, multi-ethnic).

SEX EDUCATION

Young children are naturally curious about female-male sex differences. They learn however, that our culture does not encourage questions related to sex. Many adults, uncomfortable with their own sexuality, dismiss children's questions or give them incorrect information. You can help rather than hinder children's natural curiousity:

1. Inform yourself first. "What's Happening", #65, is a good introduction to human sexuality for teens and a quick primer for adults who want to brush up on some facts and positive attitudes.
2. Respond to children's questions with short, simple factual answers. Ask the questioner what she/he thinks the answer is so you can find out what she/he understands and/or really wants to know.
3. Learn about the developmental thinking stages that all children pass through so you know what questions are typical for each age. You may want to read Dealing With Questions About Sex, (Learning Handbooks, 530 University Avenue, Palo Alto, California 94301).
4. Buy sex education aids so that children can naturally discover sex differences, and can learn positive attitudes about their bodies: "Thomasino", (#26) "Lil Ruthie" and "L'il David" (#64A-D) are anatomically correct dolls. "Water Play" puzzles, (64A and B) and the "Bodies" book, (#38) are also helpful aids.

FANTASY FUN FOR EVERYONE

HURRAY FOR CAPTAIN JANE, (#17) and THE MAGIC HAT (#39) show that the fantasy life of young girls is as rich as that of young boys. If you work with young children, you can read #17 and then transform the traditional housekeeping area into a ship. Use a large carton to make a ship and let the children paint it. Help the children to make paper hats like Captain Jane's. Use our TOYS THAT CARE boat captain's jacket and let the children dramatize the story. With older children you can raise questions about career options for boys and girls. This book can also be used with the record version, (#16). Non-readers can follow the pictures while listening to Tammy Grimes narrate.

Research has shown that many young girls avoid playing with "boys" toys, and vice-versa. This avoidence also extends to friendships which are often formed along sex lines. Children need adult intervention and guidance in order to learn about the arbitrary division of toys along sex lines and to learn that girl-boy friendships are desirable. THE MAGIC HAT can be a good beginning for such learning. As a parent, teacher or librarian you can encourage children to talk about the toys that they do and don't play with. With older children you can make a checklist for them to use as they look through toy catalogues and toy stores. Sexism in Children's Commercials would be a good unit to introduce into a classroom unit on consumerism.

THE ANYTHING MUPPET won the 1974 and 1975 PACT (Public Action Coalition on Toys) award for its multi-racial and non-sexist packaging, its safety and its encouragement of creative play. Very young children may need adult help with the attachments. Older children will want to create their own fantasies with this unique muppet. In a classroom setting creative story and play writing can come out of muppet play. Girls and boys will have no trouble identifying with a muppet that can be " anything ."

CONTENTS:

BOOKS, ADULTS--	pp. 1, 13.
BOOKS, CHILDREN--	pp. 1, 2, 5, 8, 9, 10, 11.
CARD GAME--	p. 2.
CASSETTE TAPES--	p. 1.
CLOTHING CHILDREN'S--	pp. 4, 5.
CLOTHING DOLL'S--	pp. 6, 7.
COMMUNITY HELPERS STAND UP FIGURES--	p. 2.
CONSTRUCT-O-STRAWS	p. 11.
DICTIONARY CAREER--	p. 4.
DOLLS ANATOMICALLY CORRECT, GIRL, BOY--	p. 8.
DOLLS SASHA--	p. 6.
FLANNELBOARD, COMMUNITY HELPERS--	p. 2.
FREE TO BE...YOU AND ME, BOOK, RECORD--	p. 11.
HATS, KNITTED FISHERPEOPLE--	p. 16.
IDEA SHEETS--	pp. 1, 7, 12, 17, back cover
KNITTED PATTERNS, FISHERPEOPLE HATS--	p. 16.
LOTTO GAME--	p. 12.
MUPPET--	p. 11.
PHOTOGRAPHS, WOMEN IN SPORTS--	p. 12.
PHOTOGRAPHS, NURTURING MEN--	p. 10.
PHOTOGRAPHS, PEOPLE AT WORK--	p. 2.
PINWHEEL, BICYCLE--	p. 14.
PUZZLES, OCCUPATION--	p. 3.
PUZZLES, SEX EDUCATION--	p. 9.
RECORDS--	pp. 5, 11.
SEWING PATTERNS--	p. 7.
SEX EDUCATION, TEENS, ADULTS--	p. 10.
SPRINGER, ("SLINKY")--	p. 14.
STETHOSCOPE--	p. 4.
WATER TOY--	p. 14.
YARN--	p. 15.

INEXPENSIVE CELLOPHANE TAPE AND DISPENSER FOR HOME, SCHOOL, OFFICE, LIBRARY:

63a. Safe plastic dispenser plus tape (½" X 1296).... 85¢
63b. Cellophane refill.....50¢
63c. 12 dispensers plus tape (#63a).....$9.00
63d. 12 cellophane refills (#63b).....$5.40

PRICES SUBJECT TO CHANGE WITHOUT NOTICE.

All orders to be prepaid except tax exempt institutions.

Item No.	How Many	Description	Price Each	Total

Total of Items
Postage, handling, add 15% ($1.00 minimum)
N.Y.S. only add sales tax
TOTAL

Ship to
Address
City State
Zip SEND ORDER TO:

TOYS THAT CARE
And Other Items, Inc.
P.O. Box 91
Briarcliff Manor, New York 10510
(914) 592-5414

CHECKLIST

Go through each book you are planning to use for the points listed below.

	MALE	FEMALE
1. Number of stories where main character is:		
2. Number of illustrations of:		
3. Number of times children are shown to be–		
–in active play		
–using initiative		
–independent		
–solving problems		
–earning money		
–receiving recognition		
–inventive		
–involved in sports		
–passive		
–fearful		
–helpless		
–receiving help		
–in quiet play		
4. Number of times adults are shown–		
–in different occupations		
–playing with children		
–taking children on outings		
–teaching skills		
–giving tenderness		
–scolding children		

5. Ask these questions:	YES	NO
–Are boys allowed to show emotion?		
–Are girls rewarded for intelligence rather than for beauty?		
–Are there any derogatory comments directed at girls in general?		
–Are mothers shown working outside the home? What kind of jobs?		
–Are there any stories about one-parent families? Families without children?		
– Are babysitters shown?		
–Are minority and ethnic groups treated naturally instead of stereotypically?		

This checklist was developed by Women on Words and Images, P.O. Box 2163, Princeton, N.J. 08540.
It may be reproduced without permission.

TOYS THAT CARE
And Other Items, Inc.
P. O. Box 81
Briarcliff Manor, New York 10510
(914) 592-5414

NON-SEXIST MATERIALS FOR
HOME SCHOOL AND LIBRARY

PERMANENT
Address
Correction
Requested

BIRTHDAY, HOLIDAY GIFTS, TEACHING AIDS
PRE-SCHOOL THROUGH ADULT